Other than local news and traffic before I commute to work, I listen to Satellite Radio exclusively while I'm driving due to its greater variety and superior content quality. I would listen to it exclusively if it covered traffic reports for the Dayton area; I would like to see that additional coverage come soon as well. After listening to the quality of programming available on Satellite, my wife bought it for her car as well. The ground-based broadcasters need to pay more attention to the programming they levy on us and upgrade it significantly. This is not a time to squelch quality competition!